



Confederation of Indian Industry

## Gateway Gazette 2017

CII CSR Gateway monthly E-Newsletter



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"Gateway Gazette" CII CSR Gateway monthly Newsletter, which is specifically designed to help you with appropriate social engagement capacities and opportunities in providing a range of services from a low touch solution comprising CSR knowledge hub, employee volunteering, and online training classes to a more intensive hands-on customized service such as NGO due diligence, institution building, end-to-end program management support, etc.

*Stay in Touch!*



**CII CSR Gateway**

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## From the Chairperson's perspective

Education, in many ways, is the very essence of all our actions. What we do is dependent upon our knowledge - what we know and have learned, either through formal instructions or through observation and assimilation. While almost everyone feels that education is a necessity, they tend to use it as a tool for reaching a specific target or personal mark after which there is no further need to seek greater education. Nonetheless, the importance of education in society is indispensable and cohering, which is why society and knowledge cannot be ever separated into two distinct entities. Companies around the world are increasingly getting more involved in educational development initiatives, and their customers are taking notice. Companies support educational initiatives for a variety of reasons including for creating a pipeline of potential talent and for brand reputation, all of which can make them more attractive to customers.

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**Dr R Nandini**

Chairperson,  
Regional Sub-Committee on  
Education , CII-SR and Managing  
Director/ Founder Trustee,  
ChandraGroup/GRG Trust

## Expert's TAKE

Water is the basis of life and it plays a major role in terms of existence of living beings, drinking purposes, food production and also in industrial uses though may be of varying proportions. Water is used primarily for irrigation (75-80%), Industry (10%) and drinking and miscellaneous purposes (10 – 15%). India accounts for 15% of the world population and 4% of the world's water resources. The entire world, in general and India in particular, faces a major crisis of water in recent times both excess and shortage. This puts the livelihoods of millions at risk. The damages due to excess or shortage of water are attributed to many reasons including rapidly industrializing economy and urbanizing society coupled with increase in population. As far as excess water management is concerned, our flood management strategies no longer seem to provide an adequate answer to growing flood frequency and intensity.

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**Dr Melmangalam Ramanathan  
Ramasubramaniam**

Executive Director  
National Agro Foundation

## About CII & CSR Gateway

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. CII CSR Gateway is an online platform to connect the relevant stakeholders of CSR to enable CII member companies with appropriate social engagement capacities and opportunities. Encouraging the business community to appreciate the value of Triple Bottom Line (TBL) in their corporate decision making and to pay attention to the three interconnected corporate pillars of competitive advantage--People, Planet and Profit and also Creating Shared Value by linking Competitive Advantage and Corporate Social Responsibility of the business community.

## Spotlight Corner

### "Business Excellence in understanding Finance" One day Training program for DICCI members Organised by CII Sponsored by Adwaith lakshmi industries limited

DICCI seeks supports from CII for the Existing Entrepreneurs in the field of Supplier diversity, Inclusion in vendors list, Extend the support for gap analysis, Awarding contracts & Giving Distributorship. The training program is to address the needs and challenges of DICCI members by way of continuing business advisory services, where the concepts are imparted and handholding is done for applying them. The training program was held in Saint-Gobain India Private Limited Egmore, Chennai on the 18th August with around 26 entrepreneurs participating and being benefited out of the program.



## Reconstruction of SC/ST Hostels in Cuddalore with Govt.Of TN

Cuddalore district has a sizeable population of students from the economically deprived section using the facilities offered by the government to attain education. The students come from different villages from interior localities to the main town to pursue their schooling and college but don't have proper hostel facilities. The government run, Adi Dravida Hostels require better maintenance and renovation. CII has extended its support to take up few hostels in Cuddalore district and renovate and offer better facilities for these students.

The work that was commenced on 15th December 2016 is now reaching at its finishing stage and almost ( 95% ) of the work done is ready for handing over.

### Before



After



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## Whats Trending

### CII-MODEL CAREER CENTRE

launch on 15th of September'17

The CII-Model Career Centre set up at the Tamil Nadu Skill Development Cooperation will be inaugurated on the 15th of September'17. The launch would involve the Government Officials, CII Office Bearers, Representatives from our Title Sponsors, and Students among others. The launch will be followed by a Job Fair, providing opportunities for having a better sound future.



CII - TITAN Model Career Centre

Employment Made Easy



CII-MCC intends to provide career counselling, skill training, assessment and placement services to any registered beneficiary. The Directorate General of Training & Employment (DGE&T), Ministry of Labour and Employment has approved CII to set up 3 Model Career Centres in Mumbai, Gurgaon and Chennai. The expected impact would benefit 15,000-20,000 youth per MCC per year. These youth will be students from schools & colleges as well as job seekers. The MCC has specialists Career Counsellors with robust background knowledge of the demands of the industry and who are able to assess the skill gaps in beneficiaries and give career counselling.

Contact – Parameshwar S, Centre Head, CII-MCC Chennai at centrehead.

[chennai@mcc-centre.com](mailto:chennai@mcc-centre.com)

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## Online Webinars & Trainings

### Hands on Guide for the Essentials of CSR

CII is organizing a series of Online Educative Sessions on CSR, to educate the industries on CSR. These interactive sessions will aim to create better interpretation and understanding on implementation and requirements of Corporate Social Responsibility. The sessions will focus the necessary elements of CSR and help corporates understand, adopt, implement and measure their programs.



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### Hands on Training on New Companies Act 2013

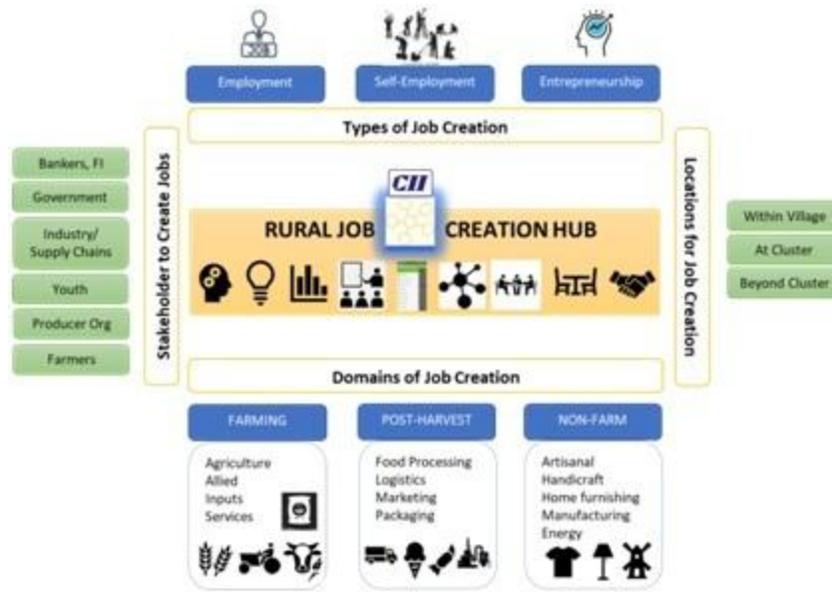
Companies Act, 2013 has had a major impact on corporate compliance and disclosures. In spite of close to three years since its introduction, corporate are yet to settle with this law due to the numerous changes which are being introduced in this Act almost on a daily basis. In these sessions, we are attempting to throw light on the major changes which were introduced vide this Act and their impact on corporates.



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## Keep tabs on

### Industry – led Crop-independent Large Scale Rural Job Creation



CII anchors this initiative of rural job creation with potential partners. The programme approach will be to set up 'clusters/ hubs' at a district headquarters or Block headquarters and spokes from the hub covering a number of Gram Panchayats/ villages. This Cluster Hub will be set up and run by an organisation who will be a partner for CII. Organisations that have already established Hubs would be leveraged. These Hubs will start looking at all three domains – farming, post-harvest and non-farm; and the focus of engagement with CII is largely in the space of post harvest and non-farm, where industry and skilling can be brought in. The hub will facilitate opportunities for job creation in all areas – self employment, employment and entrepreneurship. It will undertake assessment in the hub area fully, identify potential opportunities, mapping of youth, farmers, women entrepreneurs, producer groups, etc.

To get involved as a partner kindly contact: Simeon Joshua at [simeonjoshua.cii@gmail.com](mailto:simeonjoshua.cii@gmail.com)

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### MCSR 9th Batch

Corporate Social Responsibility (CSR) in India has traditionally been seen as a philanthropic activity. Now the Companies Act, 2013 has introduced the idea of CSR to the forefront and through its disclose-or-explain mandate, is promoting greater transparency and disclosure. Schedule VII of the Act, which lists out the CSR activities, suggests communities to be the focal point. It will be interesting to observe the ways in which this will translate into action at the ground level, and how the understanding of CSR is set to undergo a change.

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## Catalog watch

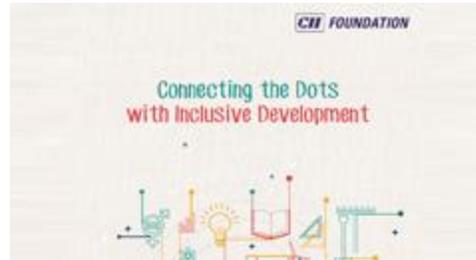
### Resources

CII- Annual CSR Tracker 2016



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CII-Activity Report 2016-2017



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## Case Studies

CSR Tracker 2015 Beyond Dollars Spend A Billion



Corporate social responsibility or CSR in India assumed significant importance and common understanding with the passage of Companies Act 2013. Resting in Section 135 of the Act, [Read More](#)

Michelin India Tamil Nadu Tyres Private Limited



Global growth is not only generating human and economic development, but it is also creating new environmental and social concerns in every region of the world. [Read More](#)

## Peek Through

### CII Flagship Projects

Communication And Advocacy In Indian Heritage Through CSR



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Livelihood Development Project – Irula Tribals



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For further details on the CII CSR Gateway, you may please contact Ms Archana Esther at 044-42444555, Extn: 671  
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